cc: Yvette & Jose Robinson Fontanez
For your approval.

LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

May 8, 1995

Phyllis

Ms. Phyllis LaRusso
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Re: 1995 Marlboro Hispanic Community Events Schedule

Attached please find the newspaper recommendation for upcoming Marlboro events in Houston, New York, and Chicago. The recommendation totals $101.5M as outlined:

Event	Market	Date	Cost
Rompiendo Barreras	Houston	5/27	$31,153
116th Street Festival	New York	6/10	$34,491
Canonazo Primaveral	Chicago	6/10	$35,853

As you will note, the recommendation calls for two insertions in each newspaper beginning two weeks prior to each event.

Please feel free to call with any questions.

Sincerely,

LEO BURNETT U.S.A.

John Alvarez
Media Buyer/Planner

cc: E. Ostern, D. Cimine, M. Gennaro, R. Simons -Philip Morris
C. Baca, J. Mitchell, S. Cruz, L. Bledsoe, C. Harder, T. Grieme, J. Hanrahan, M. Hechavarria, D. Hobbs, J. Klues, M. Gadsby, S. Von Reitzenstein -Leo Burnett

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